

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|--------------------------------|-----------|---------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | TU-F | 5A-6A | | :30 | \$90.00 | 09/25-09/28 | 1 | 1 | 1 | \$90.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 2 | TU-F | 6A-7A | | :30 | \$175.00 | 09/25-09/28 | 3 | 1 | 3 | \$525.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 3 | TU-F | 7A-9A | | :30 | \$200.00 | 09/25-09/28 | 3 | 1 | 3 | \$600.00 | |
| | | Buyline Comment: TODAY SHOW | | | | | | | | | | |
| | 4 | SU | 8A-9A | | :30 | \$1,300.00 | 09/30-09/30 | 1 | 1 | 1 | \$1,300.00 | |
| | | Buyline Comment: MEE THE PRESS | | | | | | | | | | |
| | 5 | SU | 930A-10A | | :30 | \$135.00 | 09/30-09/30 | 1 | 1 | 1 | \$135.00 | |
| | | Buyline Comment: CHRIS MATHEWS | | | | | | | | | | |
| | 6 | TU-F | 11A-12P | | :30 | \$80.00 | 09/25-09/28 | 1 | 1 | 1 | \$80.00 | |
| | | Buyline Comment: RACHEL RAY | | | | | | | | | | |
| | 7 | TU-F | 12P-1230P | | :30 | \$125.00 | 09/25-09/28 | 2 | 1 | 2 | \$250.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .HORSFORD FOR CONGRE

Product HORSFORD 4 CONGRESS

Estimate# 1609

Buyer JESSE DEMASTRIE

Phone#

Fax#

Agency () GMMB

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 115/122/1609

Flight Dates 09/25/2012 - 10/01/2012

Hiatus Weeks

Rep Firm

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Salesperson () AMY MCCREARY

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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|---------------------------------|-------------|---------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 19 | TU-F | 11P-1135P | | :30 | \$255.00 | 09/25-09/28 | 2 | 1 | 2 | \$510.00 | |
| | | Buyline Comment: NEWS | | | | | | | | | | |
| | 20 | TU-F | 1135P-1235A | | :30 | \$110.00 | 09/25-09/28 | 2 | 1 | 2 | \$220.00 | |
| | | Buyline Comment: TONIGHT SHOW | | | | | | | | | | |
| | 21 | TU-F | 10A-11A | | :30 | \$80.00 | 09/25-09/28 | 1 | 1 | 1 | \$80.00 | |
| | | Buyline Comment: TODAY SHOW III | | | | | | | | | | |
| | 22 | TU-F | 9A-10A | | :30 | \$95.00 | 09/25-09/28 | 2 | 1 | 2 | \$190.00 | |
| | | Buyline Comment: TODAY SHOW II | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 36 / \$11,770.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$10,670.00

Oct 12: 1 / \$1,100.00

Sales Totals: 36 / \$11,770.00

Station Totals: 36 / \$11,770.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|----------|------|-----|------|----|------|----|------|-----|------|-----|
| Market Totals | \$37,968 | CATV | 0% | KBLR | 0% | KINC | 0% | KLAS | 26% | KSNV | 31% |
| | | KTNV | 16% | KTUD | 1% | KVCW | 4% | KVMY | 4% | KVVU | 18% |
| | | XXXX | 0% | | | | | | | | |

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12

Demos RA35+

Station KSNV-TV LAS VEGAS, NV.

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---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE